

EC'd Yes Last Received: 08/16/2012 10:55 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () AM.FOR PROSPERITY
Product AMER. FOR PROSPERITY
Estimate# 305
Buyer STEPHANIE KOHLBAUER
Phone#
Fax#

Agency () MENTZER MEDIA
600 FAIRMONT AVE, S#306
TOWSON, MD 21286
Agency C/P1/P2/E //305
Flight Dates 08/28/2012 - 09/03/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: AMERICANS FOR PROSPERITY SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$24,800
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|------|-------------|---|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | ----- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 1 | TU-F | 7A-9A | | :30 | \$1,800.00 | 08/28-08/31 | 3 | 1 | 3 | \$5,400.00 | |
| | | | | Buyline Comment: TODAY SHOW | | | | | | | | |
| | 2 | TU-F | 6P-630P | | :30 | \$1,800.00 | 08/28-08/31 | 2 | 1 | 2 | \$3,600.00 | |
| | | | | Buyline Comment: 6PM NEWS | | | | | | | | |
| | 3 | TU-F | 11P-1135P | | :30 | \$1,800.00 | 08/28-08/31 | 2 | 1 | 2 | \$3,600.00 | |
| | | | | Buyline Comment: LATE NEWS | | | | | | | | |
| | 4 | TU-F | 1135P-1235A | | :30 | \$400.00 | 08/28-08/31 | 4 | 1 | 4 | \$1,600.00 | |
| | | | | Buyline Comment: TONIGHT SHOW | | | | | | | | |
| | 5 | F | 10P-11P | | :30 | \$1,200.00 | 08/31-08/31 | 1 | 1 | 1 | \$1,200.00 | |
| | | | | Buyline Comment: DATELINE | | | | | | | | |
| | 6 | SA | 6A-7A | | :30 | \$400.00 | 09/01-09/01 | 1 | 1 | 1 | \$400.00 | |
| | | | | Buyline Comment: SATURDAY EARLY AM NEWS | | | | | | | | |
| | 7 | SA | 6P-630P | | :30 | \$500.00 | 09/01-09/01 | 1 | 1 | 1 | \$500.00 | |
| | | | | Buyline Comment: SATURDAY 6PM NEWS | | | | | | | | |

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Product AMER. FOR PROSPERITY TOWSON, MD 21286 Salesperson () ANJIE BRADY
Estimate# 305 Agency C/P1/P2/E //305 Salesperson Phone# 215-567-6005
Buyer STEPHANIE KOHLBAUER Flight Dates 08/28/2012 - 09/03/2012 Salesperson FAX# 215-567-5938
Phone# Hiatus Weeks
Fax#

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-----|-------------|----------------------|-----|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | 8 | SU | 6A-7A | SUNDAY EARLY AM NEWS | :30 | \$400.00 | 09/02-09/02 | 1 | 1 | 1 | \$400.00 | |
| | | | | | | | | | | | | |
| | 9 | SU | 7A-8A | SUNDAY AM NEWS | :30 | \$800.00 | 09/02-09/02 | 1 | 1 | 1 | \$800.00 | |
| | | | | | | | | | | | | |
| | 10 | SU | 9A-10A | MEET THE PRESS | :30 | \$1,500.00 | 09/02-09/02 | 1 | 1 | 1 | \$1,500.00 | |
| | | | | | | | | | | | | |
| | 11 | M | 7A-9A | TODAY SHOW | :30 | \$1,800.00 | 09/03-09/03 | 1 | 1 | 1 | \$1,800.00 | |
| | | | | | | | | | | | | |
| | 12 | M | 6P-630P | 6PM NEWS | :30 | \$1,800.00 | 09/03-09/03 | 1 | 1 | 1 | \$1,800.00 | |
| | | | | | | | | | | | | |
| | 13 | M | 11P-1135P | LATE NEWS | :30 | \$1,800.00 | 09/03-09/03 | 1 | 1 | 1 | \$1,800.00 | |
| | | | | | | | | | | | | |
| | 14 | M | 1135P-1235A | TONIGHT SHOW | :30 | \$400.00 | 09/03-09/03 | 1 | 1 | 1 | \$400.00 | |
| | | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 21 / \$24,800.00

---SALES MONTHLY TOTALS---

Sep 12: 21 / \$24,800.00
Sales Totals: 21 / \$24,800.00
Station Totals: 21 / \$24,800.00
Lines not sent/rcld/rtrn: 0 / \$0.00

| | | |
|--|---|---|
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| Estimate# 305 | Agency C/P1/P2/E //305 | |
| Buyer STEPHANIE KOHLBAUER | Flight Dates 08/28/2012 - 09/03/2012 | Salesperson Phone# 215-567-6005 |
| Phone# | Hiatus Weeks | Salesperson FAX# 215-567-5938 |
| Fax# | | |

---COMPETITIVE---

| | | | | | | |
|---------------|----------|---------|----------|----------|---------|----------|
| Market Totals | \$70,857 | CATV 0% | WAVY 35% | WGNT 0% | WPXV 0% | WTKR 22% |
| | | WTVZ 0% | WVBT 5% | WVEC 38% | | |

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

| | |
|-------|---------------|
| Books | JUL11, EJUL12 |
| Demos | RA50+ |

--- CREDIT RISK ---

CASH IN ADVANCE